

**CONTRACT**

**WRAZ**  
**Diamond View Office Building**  
**512 S. Mangum St.**  
**Durham, NC 27701**  
**(919)821-8514**

|   |                                      |  |
|---|--------------------------------------|--|
| <b>Contract / Revision</b><br>114989 /        |                                      | <b>Alt Order #</b><br>06218202                         |
| <b>Product</b><br>MCCRORY FOR GOVERNOR        |                                      |  |
| <b>Contract Dates</b><br>10/29/12 - 11/06/12  |                                      | <b>Estimate #</b><br>C29N06                            |
| <b>Advertiser</b><br>Pat McCrory for Governor |                                      | <b>Original Date / Revision</b><br>07/05/12 / 10/26/12 |
| <b>Billing Cycle</b><br>EOM/EOC               | <b>Billing Calendar</b><br>Broadcast | <b>Cash/Trade</b><br>Cash                              |
| <b>Station</b><br>WRAZ                        | <b>Account Executive</b><br>N Welte  | <b>Sales Office</b><br>Philadelphia Tel                |
| <b>Special Handling</b>                       |                                      |  |
| <b>Demographic</b><br>Adults 35+              |                                      |  |
| <b>IDB#</b>                                   | <b>Advertiser Code</b><br>MCCRO      | <b>Product Code</b><br>ORDR                            |
| <b>Agency Ref</b>                             |                                      | <b>Advertiser Ref</b>                                  |

And:

**Smart Media**  
**101 N. Columbus Street**  
**Suite 200**  
**Alexandria, VA 22314**

*Revised 10/26/12*

| *Line | Ch    | Start Date        | End Date        | Description                        | Start/End Time | Days | Length | Spots/Week        | Rate        | Type | Spots | Amount     |
|-------|-------|-------------------|-----------------|------------------------------------|----------------|------|--------|-------------------|-------------|------|-------|------------|
| N 1   | WRAZ  | 11/02/12          | 11/02/12        | 4-5p M-F                           | 4-5p           |      | :30    |                   |             | NM   | 1     | \$85.00    |
|       |       | Candidate Class 3 |                 |                                    |                |      |        |                   |             |      |       |            |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       | Week: | 10/29/12          | 11/04/12        | ----1--                            |                |      |        | 1                 | \$85.00     |      |       |            |
| N 2   | WRAZ  | 11/02/12          | 11/02/12        | Fri Prime 8-9p                     | 8-9p           |      | :30    |                   |             | NM   | 1     | \$1,240.00 |
|       |       | Candidate Class 3 |                 |                                    |                |      |        |                   |             |      |       |            |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       | Week: | 10/29/12          | 11/04/12        | ----1--                            |                |      |        | 1                 | \$1,240.00  |      |       |            |
| D 3   | WRAZ  | 10/29/12          | 10/29/12        | WRAL's 10p News On Fox 5(Late News |                |      | :30    |                   |             | NM   | 0     | \$0.00     |
| N 4   | WRAZ  | 10/29/12          | 11/05/12        | 4-5p M-F                           | 4-5p           |      | :30    |                   |             | NM   | 2     | \$170.00   |
|       |       | Candidate Class 3 |                 |                                    |                |      |        |                   |             |      |       |            |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       | Week: | 10/29/12          | 11/04/12        | 1-----                             |                |      |        | 1                 | \$85.00     |      |       |            |
|       | Week: | 11/05/12          | 11/11/12        | 1-----                             |                |      |        | 1                 | \$85.00     |      |       |            |
| N 5   | WRAZ  | 10/29/12          | 10/29/12        | 6-630p M-F                         | 6-6:30p        |      | :30    |                   |             | NM   | 1     | \$120.00   |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       | Week: | 10/29/12          | 11/04/12        | 1-----                             |                |      |        | 1                 | \$120.00    |      |       |            |
| N 6   | WRAZ  | 11/01/12          | 11/01/12        | 4-5p M-F                           | 4-5p           |      | :30    |                   |             | NM   | 1     | \$85.00    |
|       |       | Candidate Class 3 |                 |                                    |                |      |        |                   |             |      |       |            |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       | Week: | 10/29/12          | 11/04/12        | ---1---                            |                |      |        | 1                 | \$85.00     |      |       |            |
| N 7   | WRAZ  | 10/30/12          | 10/30/12        | 4-5p M-F                           | 4-5p           |      | :30    |                   |             | NM   | 1     | \$85.00    |
|       |       | Candidate Class 3 |                 |                                    |                |      |        |                   |             |      |       |            |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       | Week: | 10/29/12          | 11/04/12        | -1-----                            |                |      |        | 1                 | \$85.00     |      |       |            |
| N 8   | WRAZ  | 10/31/12          | 10/31/12        | 4-5p M-F                           | 4-5p           |      | :30    |                   |             | NM   | 1     | \$85.00    |
|       |       | Candidate Class 3 |                 |                                    |                |      |        |                   |             |      |       |            |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       | Week: | 10/29/12          | 11/04/12        | --1----                            |                |      |        | 1                 | \$85.00     |      |       |            |
| N 9   | WRAZ  | 10/31/12          | 10/31/12        | 6-630p M-F                         | 6-6:30p        |      | :30    |                   |             | NM   | 1     | \$120.00   |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       | Week: | 10/29/12          | 11/04/12        | --1----                            |                |      |        | 1                 | \$120.00    |      |       |            |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.



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**Durham, NC 27701**  
**(919)821-8514**

| Contract / Revision | Alt Order # |
|---------------------|-------------|
| 114989 /            | 06218202    |

| Contract Dates      | Product          | Estimate # |
|---------------------|------------------|------------|
| 10/29/12 - 11/06/12 | MCCRORY FOR GOVE | C29N06     |

| Advertiser              | Original Date / Revision |
|-------------------------|--------------------------|
| Pat McCrory for Governo | 07/05/12 / 10/26/12      |

| *Line         | Ch   | Start Date        | End Date        | Description                         | Start/End Time | Days    | Length | Spots/Week        | Rate        | Type | Spots     | Amount            |
|---------------|------|-------------------|-----------------|-------------------------------------|----------------|---------|--------|-------------------|-------------|------|-----------|-------------------|
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                     |                |         |        | <u>Spots/Week</u> | <u>Rate</u> |      |           |                   |
| D 10          | WRAZ | 10/31/12          | 10/31/12        | X-Factor                            | X-Factor       |         | :30    |                   |             | NM   | 0         | \$0.00            |
| N 11          | WRAZ | 11/02/12          | 11/02/12        | WRAL's 10p News On Fox 5(Late News  |                | ----1-- | :30    | 1                 | \$400.00    | NM   | 1         | \$400.00          |
|               |      |                   |                 | Candidate Class 4                   |                |         |        |                   |             |      |           |                   |
| N 12          | WRAZ | 10/29/12          | 10/29/12        | WRAL's 10p News On Fox 5(Late News  |                | 1-----  | :30    | 1                 | \$400.00    | NM   | 1         | \$400.00          |
|               |      |                   |                 | Candidate Class 4                   |                |         |        |                   |             |      |           |                   |
| N 13          | WRAZ | 11/05/12          | 11/05/12        | WRAL's 10p News On Fox 5(Late News  |                | 1-----  | :30    | 1                 | \$400.00    | NM   | 1         | \$400.00          |
|               |      |                   |                 | Candidate Class 4                   |                |         |        |                   |             |      |           |                   |
| N 14          | WRAZ | 11/03/12          | 11/03/12        | WRAL's 10pm News on Fox 5(Late News |                | -----1- | :30    | 1                 | \$400.00    | NM   | 1         | \$400.00          |
|               |      |                   |                 | Candidate Class 4                   |                |         |        |                   |             |      |           |                   |
| D 15          | WRAZ | 11/03/12          | 11/03/12        | WRAL's 10pm News on Fox 5(Late News |                | -----1- | :30    | 1                 | \$100.00    | NM   | 0         | \$0.00            |
| N 16          | WRAZ | 11/04/12          | 11/04/12        | WRAL's 10pm News on Fox 5(Late News |                | -----1  | :30    | 1                 | \$400.00    | NM   | 1         | \$400.00          |
|               |      |                   |                 | Candidate Class 4                   |                |         |        |                   |             |      |           |                   |
| N 17          | WRAZ | 11/01/12          | 11/01/12        | WRAL's 10p News On Fox 5(Late News  |                | ---1--- | :30    | 1                 | \$400.00    | NM   | 1         | \$400.00          |
|               |      |                   |                 | Candidate Class 4                   |                |         |        |                   |             |      |           |                   |
| N 18          | WRAZ | 10/30/12          | 11/06/12        | WRAL's 10p News On Fox 5(Late News  |                | -1----- | :30    | 1                 | \$400.00    | NM   | 2         | \$800.00          |
|               |      |                   |                 | Candidate Class 4                   |                |         |        |                   |             |      |           |                   |
| N 19          | WRAZ | 10/31/12          | 10/31/12        | WRAL's 10p News On Fox 5(Late News  |                | --1---- | :30    | 1                 | \$400.00    | NM   | 1         | \$400.00          |
|               |      |                   |                 | Candidate Class 4                   |                |         |        |                   |             |      |           |                   |
| N 20          | WRAZ | 10/31/12          | 10/31/12        | World Series                        | World Series   | --1---- | :30    | 1                 | \$2,640.00  | NM   | 1         | \$2,640.00        |
|               |      |                   |                 | Candidate Class 3                   |                |         |        |                   |             |      |           |                   |
| N 21          | WRAZ | 10/29/12          | 11/02/12        | 6-630p M-F                          | 6-6:30p        |         | :30    |                   |             | NM   | 3         | \$360.00          |
|               |      |                   |                 | Candidate Class 4                   |                |         |        |                   |             |      |           |                   |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                     |                |         |        | <u>Spots/Week</u> | <u>Rate</u> |      |           |                   |
| Week:         |      | 10/29/12          | 11/04/12        | MTWTF--                             |                |         |        | 3                 | \$120.00    |      |           |                   |
| <b>Totals</b> |      |                   |                 |                                     |                |         |        |                   |             |      | <b>22</b> | <b>\$8,590.00</b> |

| Time Period         | # of Spots | Gross Amount      | Net Amount        |
|---------------------|------------|-------------------|-------------------|
| 10/29/12 - 11/06/12 | 22         | \$8,590.00        | \$7,301.50        |
| <b>Totals</b>       | <b>22</b>  | <b>\$8,590.00</b> | <b>\$7,301.50</b> |

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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